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SOUTHWEST AIRLINES ADDS OVER 1000 DAILY SEATS TO NEW ORLEANS MARKET

Airline Responds to Customer Requests for Birmingham Service

NEW ORLEANS – June 27, 2007 – Southwest Airlines today announced the addition of eight daily nonstop roundtrip flights from New Orleans to five cities including NEW service to the much requested Birmingham, and additional service to Houston Hobby, Dallas Love Field, Las Vegas, and Orlando. The service begins on Nov. 4, 2007, and is available for sale today at

http://www.southwest.com/?src=PR_FS_062707. The new service breaks down as follows:

Beginning Nov. 4, 2007:

- Three new daily nonstop flights to Birmingham.
- Two additional daily nonstop flights to Houston Hobby (for a total of 11 daily).
- One additional daily nonstop flight to Dallas Love Field (for a total of 6 daily).
- One additional daily nonstop flight to Las Vegas (for a total of 2 daily).
- One additional daily nonstop flight to Orlando (for a total of 4 daily).

“We have a lot of confidence in the New Orleans market,” says Paula Berg, spokesperson for Southwest Airlines. “Traffic continues to build, corporate meetings are increasing, and the New Orleans experience is as strong as ever for tourists and convention goers.”

This new service marks a nearly 30 percent capacity increase for Southwest Airlines in New Orleans and the addition of more than 1,000 daily departing seats in the market. Southwest remains the largest carrier at Louis Armstrong New Orleans International Airport, and with this new service, will offer roughly 31 percent of the city’s scheduled seats.

“We are very excited to hear about eight additional daily departures for Armstrong International,” says Sean Hunter, Director of Aviation for Louis Armstrong New Orleans International Airport. “The five cities Southwest has chosen are all in high demand and should be very successful. Each new flight provides added convenience and more options for our regions’ business and leisure travelers. The additional seats and flights go a long way toward our climb back to pre-K levels, bringing us to 82% of flights and 75% of seats.”

Southwest Airlines received tons of letters, feedback, and comments on its blog (www.blogsouthwest.com) from Customers asking the airline to reinstate the Birmingham to New Orleans route.

“A large schedule change was needed to incorporate the Birmingham flights into the schedule,” Berg says. “We’ve been eagerly awaiting this opportunity to weave the route back into our network, and we appreciate our Customers’ patience.”

The new Birmingham service restores the comfort of full-size Boeing 737s to the market and provides improved frequency and convenience for travelers. With three daily trips between the two cities, Customers again have the choice of morning, midday or evening flights.

“The new nonstop service to Birmingham is huge, as is the increased convenience for business travelers,” says Berg.

Southwest Airlines will reach double-digit frequency again between New Orleans and Houston Hobby. And with an additional Las Vegas flight, New Orleans will now have even more service between Vegas and New Orleans than it had before Katrina.

“The additional flights to Las Vegas and Houston Hobby will improve local seat availability, but it will also open up more flight options for Customers traveling to the west,” Berg says. “We hope frequent travelers, in particular, will really notice the improved flexibility and convenience.”

With the addition of this new service, Southwest Airlines now offers New Orleans travelers 35 daily nonstop departures to 11 cities including Baltimore/Washington, Birmingham, Chicago Midway, Dallas, Ft. Lauderdale/Hollywood, Houston Hobby, Las Vegas, Nashville, Orlando, Phoenix, and Tampa Bay.

After 36 years of service, Southwest Airlines continues to offer the best value in airline travel. Southwest offers a very comfortable ride with premium all leather seats and plenty of legroom. Customers enjoy complimentary pillows, blankets, snacks, juice, soda, and water on all flights. Since 1987, the airline has maintained the lowest Customer complaint ratio to Customers boarded as published in the Department of Transportation’s *Air Travel Consumer Report*. Southwest Airlines was recently named to BusinessWeek’s first ever list of “Customer Service Champs,” and for the eleventh year in a row, was recognized by FORTUNE as one of America’s most admired companies. Southwest Airlines (NYSE: LUV), the nation’s largest carrier in terms of domestic passengers enplaned, currently serves 63 cities in 32 states. Based in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 32,000 Employees systemwide.

www.southwest.com